

轮胎专区  
Co-located zone



# automechanika

## SHANGHAI

上海国际汽车零配件、维修检测诊断设备及服务用品展览会  
Shanghai international trade fair for automotive parts,  
equipment and service suppliers

# 28.11 – 1.12.2018

中国 • 国家会展中心（上海）  
National Exhibition and Convention Center (Shanghai), China

[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

### Digital Services

Increase your brand recognition  
Increase the exposure of your products  
and services



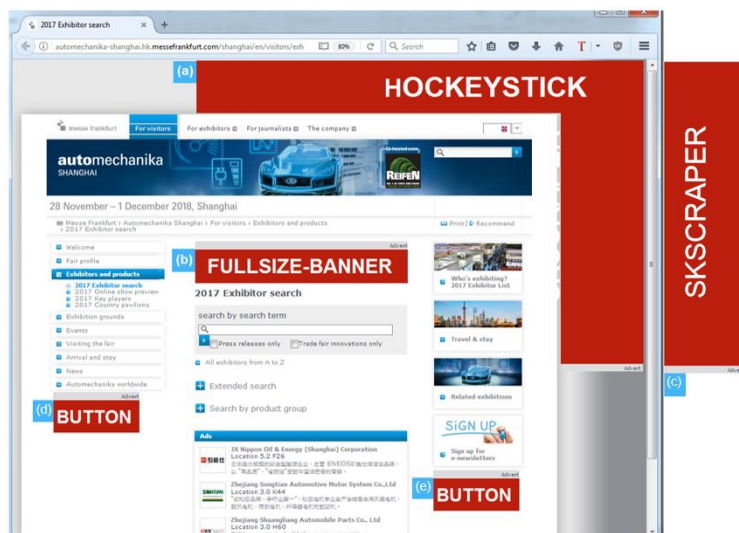


## Digital exposure

### 01 Online advertising banner

Automechanika Shanghai 2018's official website [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com) offers an exclusive spot to draw the attention from all attendees. Grab this 4-month golden advertising opportunity in no time!

Application deadline: 31 October 2018



www.automechanika-shanghai.com	Banner Location	Dimension	Price (RMB)
Exhibitors and product page (5 rotations)	(a) Hockeystick	728 x 90 + 160 x 600 px	20,000
	(b) Fullsize	468 x 60 px	12,000
	(c) Skyscraper	160 x 600 px	10,000
	(d) Left button	175 x 69 px	5,800
	(e) Right button	175 x 69 px	5,800

#### Note:

The general activation period for a digital banner is 3 months prior to the trade fair and 1 months after closing.

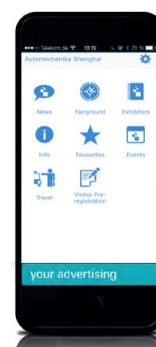
### 02 Mobile application

The new mobile show application which can work offline, allows visitors to get the latest show information, including floor plans, exhibitor list and fringe programme and so forth. This application is an excellent, efficient and effective marketing channel for exhibitors wanting to increase awareness of their participation at the show.

Language: Chinese and English (iOS and Android)

Application deadline: Please contact the organisers for details

Price: Start-up advertisement RMB 80,000



Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Lisa Sun / Mr Gino Zhao

HK Tel: +852 2230 9247/ +852 2230 9203

China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – con't

### 03 E-newsletter

An exhibitor corporate logo (4-colour, hyperlink to website) will be displayed in specific show e-newsletters which will be sent to around 200,000 potential international and domestic visitors before the show opens.

Application deadline:  
Please contact the organisers for details

Price: RMB 10,000 / edition

### 04 Official website – news and update

"News and update" is part of the show's official website which can be found at [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com). It features show highlights, exhibitor updates and visitor invitations, making it an ideal marketing tool for exhibitors to reach industry specific representatives. Content must be approved by the organisers in advance.

Application deadline:  
Please contact the organisers for details

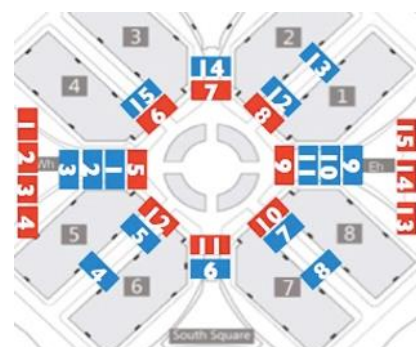
Price: RMB 5,000 / release

### 05 LED advertisement – Hall area

Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here with rotating **e-poster**, **animation** and **video**, to maximise your exposure to visitor groups and enhance your brand awareness!

Application deadline:  
Please contact the organisers for details

Price:	
Hall area:	
(a) All halls and passageways 15 seconds	RMB 200,000 / set
(b) All halls and passageways 10 seconds	RMB 150,000 / set
(c) All halls and passageways 6 seconds	RMB 80,000 / set
(d) West registration halls 15 seconds	RMB 60,000 / set
(e) Single LED 15 seconds (excluding West registration hall)	RMB 15,000 / set



### 06 LED advertisement – Outdoor

Price:	
Outdoor:	
(a) North plaza	RMB 150,000 / 2 pcs
(b) West metro station	RMB 80,000 / 2 pcs
(c) South plaza	Please contact the organisers for details



\*Photo for reference only, actual photo subjects to National Exhibition and Convention Center (Shanghai)

Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact: Ms Lisa Sun / Mr Gino Zhao  
HK Tel: +852 2230 9247/ +852 2230 9203  
China Tel: +86 21 6060 8428  
HK Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – con't

### 07 Beacon

Strengthen your promotional impacts and guide the visitors to find you at your booth! Through the function of Bluetooth, visitors can shake their WeChat to join your new product release or new media platform promotion. Visitors can join your new product release and promotions on new media through "WeChat Shake".

Application deadline:

Please contact the organisers for details

Price: (a) Basic RMB 14,000  
(b) Enhanced RMB 20,000



### WIFI advertising

Impress the visitors when visitors enjoy WIFI service!  
Visitors will see your message when they connect to WIFI.  
The advertising tool will make visitors remember about your brand and boost the visitor flow to your booth!

### 08 WIFI for all halls

Price:  
(a) first 3 seconds of full screen ad RMB 150,000 / exhibition  
(b) last 3 seconds of full screen ad RMB 120,000 / exhibition  
(c) ad on a click to connect WIFI page RMB 120,000 / exhibition



(a) first 3 seconds of full screen ad



(b) last 3 seconds of full screen ad



(c) ad on a click to connect WIFI page

### 09 WIFI for single hall

#### Contact verified by message / WeChat

Price:  
(a) first 3 seconds of full screen ad RMB 80,000 / exhibition  
(b) last 3 seconds of full screen ad RMB 55,000 / exhibition

Contact verified by message

(c) ad on page of filling verification data RMB 55,000 / exhibition  
(d) ad in verification message RMB 25,000 / exhibition  
(e) ad on 'go to URL' page RMB 50,000 / exhibition

Contact verified by WeChat

(f) ad on 'go to URL' page RMB 55,000 / exhibition  
(g) subscribe WeChat account RMB 80,000 / exhibition



(a) first 3 seconds of full screen ad



(b) last 3 seconds of full screen ad



(c) ad on page of filling verification data



(d) ad in verification message (e) ad on 'go to URL' page

Contact verified by message



(f) ad on 'go to URL' page

(g) subscribe WeChat account

Contact verified by WeChat

Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact: Ms Lisa Sun / Mr Gino Zhao  
HK Tel: +852 2230 9247/ +852 2230 9203  
China Tel: +86 21 6060 8428  
HK Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – con't

### 10 Touchscreen video package

Touchscreen video will not only be non-stop playing onsite at Global Exhibitor Search kiosks in all exhibition halls ( at least 30 times / day ) , but also be playing as exhibitor video on the Global Exhibitor Search platform of Automechanika Shanghai 2018's official website.

Price: 1 minute video

RMB 10,000



Video: Company Video



### 11 360° trade fair stand panorama

Would you like to make your trade fair stand accessible to more than just your visitors? If so, you can use 360° imaging to make your stand into a digital online experience. 360° photo shoots allow potential customers around the world to visit you any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

Price:	(a) Basic (including single hot spot)	RMB 1,000
	(a-1) Hot spot	RMB 800 / spot
	(a-2) Content box	RMB 100 / box



Content box

Hot spot

Please contact us:  
 Messe Frankfurt (HK) Ltd  
 Contact: Ms Lisa Sun / Mr Gino Zhao  
 HK Tel: +852 2230 9247/ +852 2230 9203  
 China Tel: +86 21 6060 8428  
 HK Fax: +852 2519 6800  
 Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)



## Digital exposure – con't

**Add-Ons:** additional services in the exhibitor and product search at the fair website

Distinguish your company from your competitors by booking Add-Ons for your Upgraded Media Package displayed at the Automechanika Shanghai 2018's official website [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com). Make use of these Add-Ons in the exhibitor and product search at the fair website, thus you can reach thousands of trade fair visitors all year round.

## 12 Search Add-Ons

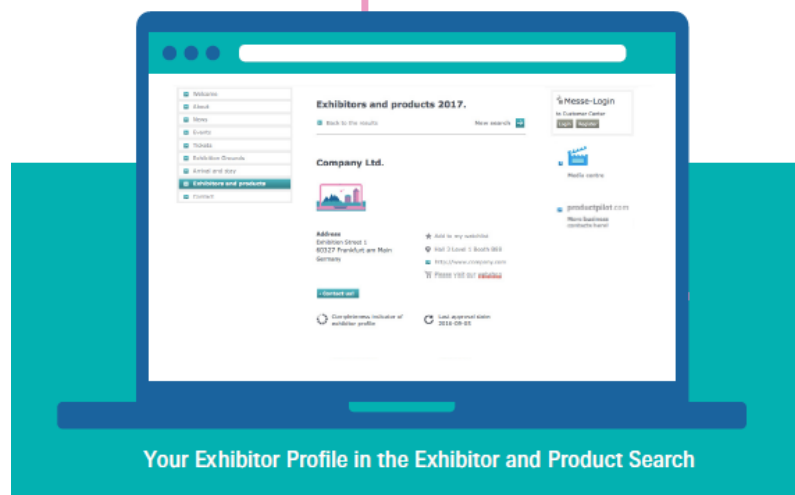
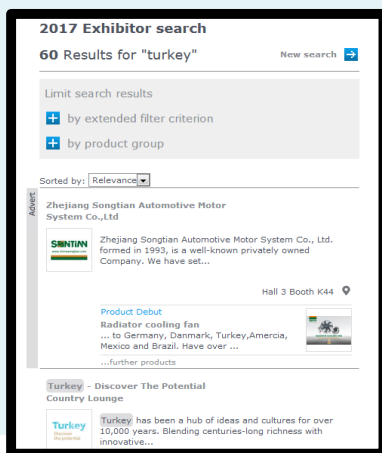
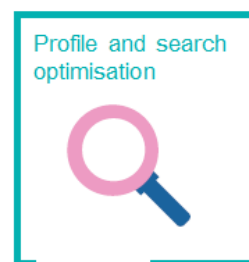
Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

### (a) Top-of-Search

- Your entry will be prominently displayed at the top of the search results  
(This requires the company being listed in the search results)

5 limited ad spaces  
(Only 1 entry is displayed in rotation)

**RMB 4,000**



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact: Ms Lisa Sun / Mr Gino Zhao  
HK Tel: +852 2230 9247/ +852 2230 9203  
China Tel: +86 21 6060 8428  
HK Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – con't

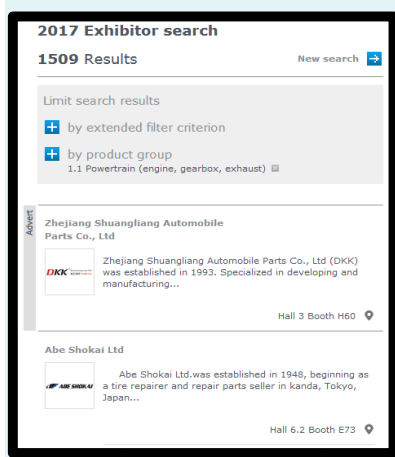
### 12 Search Add-Ons

Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

#### (b) Top-of-Category

- Your entry will appear at the top of the search results within a product category
- 3 limited ad spaces (Only 1 entry is displayed in rotation)

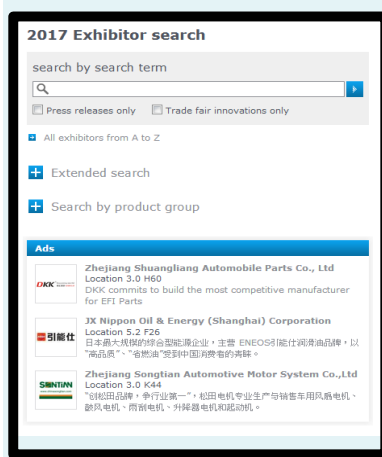
**RMB 2,000**



#### (c) Top Box

- Your entry will appear on the landing page of the exhibitor and product search
- Eye-catching placement of your information and products – linked to your exhibitor profile
- 25 limited ad spaces – 5 top boxes are displayed in rotation

**RMB 3,000**



#### (d) Keywords

- Enter additional keywords, under which you can be found faster
- The keywords are taken into consideration in the full text search

**RMB 120 / keyword**

Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact: Ms Lisa Sun / Mr Gino Zhao  
HK Tel: +852 2230 9247/ +852 2230 9203  
China Tel: +86 21 6060 8428  
HK Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – con't

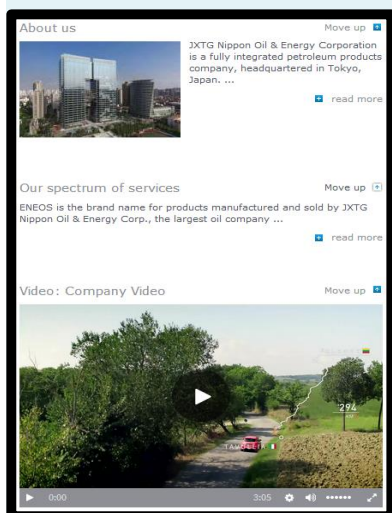
### 13 Information Add-Ons

Present your brand and various brands to visitors with additional text and images, give your company extra exposure now!

#### (a) Video

- Show videos in your company profile in the fair website's exhibitor search
- All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)

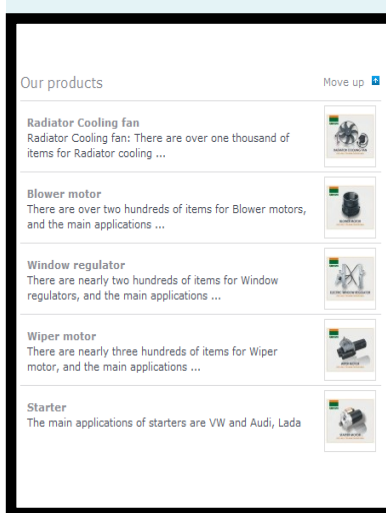
**RMB 300**



#### (b) Product Page

- Strengthen your presence with additional products and increase the hit rate from potential customers
- Show your highlights and new products
- Includes 1 photo and product information in both Chinese and English (2,500 characters each) +1 keyword

**RMB 500**



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact: Ms Lisa Sun / Mr Gino Zhao  
HK Tel: +852 2230 9247/ +852 2230 9203  
China Tel: +86 21 6060 8428  
HK Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)



## Digital exposure – con't

### 14 Link Add-Ons

Redirect visitors to your web pages and other internet profiles, show what you have to offer!

(a) Shop Link	(b) Social Media Link	(c) Product Direct Link
<ul style="list-style-type: none"> <li>➤ Link to your online shop</li> <li>➤ 1 link is available per exhibitor</li> </ul> <p><b>RMB 500 / link</b></p>	<ul style="list-style-type: none"> <li>➤ Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Google+, Weibo, Pinterest, Instagram, Wechat</li> <li>➤ 1 link is available per network</li> <li>➤ For up to 10 links</li> </ul> <p><b>RMB 500 / link</b></p>	<ul style="list-style-type: none"> <li>➤ Redirect customers to your website using the Product Direct Link</li> </ul> <p><b>RMB 500 / link</b></p>

The screenshots illustrate the visual integration of these link add-ons into the dexperty website interface. Each option is highlighted with a callout box that shows how the link or social media information would appear to visitors on the website.

Please contact us:  
 Messe Frankfurt (HK) Ltd  
 Contact: Ms Lisa Sun / Mr Gino Zhao  
 HK Tel: +852 2230 9247/ +852 2230 9203  
 China Tel: +86 21 6060 8428  
 HK Fax: +852 2519 6800  
 Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers  
28 November – 1 December 2018  
National Exhibition and Convention Center (Shanghai), China

Please return to:

**Messe Frankfurt (HK) Co Ltd**

Contact: Ms Lisa Sun / Mr Gino Zhao

HK Tel: +852 2230 9247/ +852 2230 9203

China Tel: +86 21 6060 8428

Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

HK Fax: +852 2519 6800

## 2018 Application Form Digital Services

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Item no.	Description	Specification	Unit price (RMB)
	01(a)	Online advertising banner	Hockystick	20,000
	01(b)		Fullsize	12,000
	01(c)		Skyscraper	10,000
	01(d)		Left button	5,800
	01(e)		Right button	5,800
	02	Mobile application	Start-up advertisement	80,000
	03	E-newsletter		10,000 / edition
	04	Official website – news and update		5,000 / release
	05(a)	LED advertisement – Hall area	All halls and passageways 15 seconds	200,000 / set
	05(b)		All halls and passageways 10 seconds	150,000 / set
	05(c)		All halls and passageways 6 seconds	80,000 / set
	05(d)		West registration halls 15 seconds	60,000 / set
	05(e)		Single LED 15 seconds(excluding West registration hall)	15,000 / set
	06(a)	LED advertisement – Outdoor	North plaza	150,000 / 2 pcs
	06(b)		West metro station	80,000 / 2 pcs
	06(c)		South plaza	Please contact the organisers for details
	07(a)	Beacon	Basic	14,000
	07(b)		Enhanced	20,000
	08(a)	WIFI for all halls	first 3 seconds of full screen ad	150,000
	08(b)		last 3 seconds of full screen ad	120,000
	08(c)		ad on a click to connect WIFI page	120,000
	09(a)	WIFI for single hall Contact verified by message / wechat	first 3 seconds of full screen ad	80,000
	09(b)		last 3 seconds of full screen ad	55,000
	09(c)		by message ad on page of filling verification data	55,000
	09(d)		by message – ad in verification message	25,000
	09(e)		by message – ad on 'go to URL' page	50,000
	09(f)		by wechat – ad on 'go to URL' page	55,000
	09(g)		by wechat – subscribe wechat account	80,000
	10	Touchscreen video package		10,000
	11(a)	360° trade fair stand paranoma	Basic (including single hot spot)	1,000
	11(a-1)		Hot spot	800
	11(a-2)		Content box	100

Company name: \_\_\_\_\_ Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_

Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers  
28 November – 1 December 2018  
National Exhibition and Convention Center (Shanghai), China

Please return to:

**Messe Frankfurt (HK) Co Ltd**

Contact: Ms Lisa Sun / Mr Gino Zhao

HK Tel: +852 2230 9247/ +852 2230 9203

China Tel: +86 21 6060 8428

Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

HK Fax: +852 2519 6800

## 2018 Application Form Digital Services

### Digital exposure (Deadline: Please refer to the brochure)

Quantity	Item no.	Description	Specification	Unit price (RMB)
	12(a)	Search Add-Ons	Top-of-Search	4,000
	12(b)		Top-of-Category	2,000
	12(c)		Top Box	3,000
	12(d)		Keywords	120 / keyword
	13(a)	Information Add-Ons	Video	300
	13(b)		Product Page	500
	14(a)	Link Add-Ons	Shop Link	500 / link
	14(b)		Social Media Link	500 / link
	14(c)		Product Direct Link	500 / link
			Total:	

### Terms and Conditions

- Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
- The organisers reserve the right to decline any advertisement application.
- The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
- Exhibitors are responsible for providing the organisers with all company logos and/or artworks before deadline(s), with a thumbnail in JPG format for verification purposes, and that all artwork(s) are subject to approval by the organisers. Otherwise a timely provision of the advertising media cannot be warranted.
- The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- The organisers reserve the right to make insignificant deviations to the measurements, shapes and colours of the advertising documents, unless customer had notified the organisers the specified pantone colours code and/or other details.
- A surcharge of 50% will be charged if the advertisement order is requested after the deadline. The organisers reserve the right to decline any request.
- Any alteration / relocation of advertisement after production / installation is deemed as reperformance. The reperformance cost (150% of original production cost) is at the expense of exhibitor. The organisers reserve the right to decline any request.
- The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
- In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
- No cancellation is accepted for the customer once the signed Digital Business application form is submitted. The customer is liable for the total amount in that case.
- The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.  
Bank: Bank of China, Shanghai JingAn Branch, Nanjing Road (West) Third Sub-branch  
Address: 1377 Nanjing Road (West), Shanghai 200040, China  
USD A/C No.: 448159241206  
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd.  
Swift code: BKCHCNBJ300
- All bank charges are borne by the exhibitors / advertisers.
- Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transport of exhibits to the exhibition venue. The sponsor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the organisers. Furthermore, all sponsors are bound by the rules and regulations of the organisers as laid down in the official participation guidelines for exhibitors.
- In case of any disputes, the organisers reserve the right of final decision.
- The above onsite advertising pictures are provided by National Exhibition and Convention Center (Shanghai) and for reference only. The real object should be considered as final.

**We hereby agreed to abide by the terms & conditions outlined in the Automechanika Shanghai 2018 Digital Services application form.**

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_